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## **Naturally North Coast & Glens**

A platform for local artisans

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## History

Naturally North Coast and Glens has been in operation since 2012, and was formerly known as 'Ballycastle Town Market'. Naturally North Coast & Glens is a brand name owned by 'Ballycastle Town Market Group C.I.C. A not for profit, constituted community Interest Company.

We deliver an independent community managed and owned artisan market in the Causeway Coast and Glens Area in Northern Ireland. Offering a unique platform for local people to start up, develop businesses and become self-sufficient. With a strict trading criteria and policies and procedures we ensure the standards of products offered at our markets are fitting and to the quality expected.

We strive to create a welcoming, wholesome atmosphere where traders and consumers can meet for mutual benefit, emphasising local, farm produce and handcrafted items and skills, with educational and social opportunities for both our trading community and the local community we work in.

## Mission Statement

- Our mission is to provide artisan producers with the services, support and opportunities to
- develop their businesses,
- contribute to local economic, tourism and community development
- create welcoming, wholesome, educational, cultural and inclusive events that will positively improve the quality of life in our local communities through partnership working.

## Objectives

Our constitutional objectives are

- provide a manageable outlet that nurtures and supports local businesses within the set criteria
- promote and encourage local producers, crafters and artists with a strong 'shop local' ethos.
- encourage rural diversification by offering a 'route to market' for local produce and help boost the local economy through creating opportunities for self-employment
- engage with local schools, colleges and other bodies in order to promote entrepreneurship with an aim to generate employment and self-employment opportunities for the poor and disadvantaged section of the community.
- support NI's tourist industry by creating & supporting events that promote the local area and the quality of local artisan produce.
- enhance the sense of community by providing a place for people to meet in a relaxed, casual environment thus fostering and promoting community spirit, cohesion and encouraging civic pride.
- encourage the goodwill and involvement of the wider community, by providing inclusive, educational, welcoming, and wholesome events to the local communities
- engage with and support local groups which work with marginalised people and provide such groups with a platform to connect with the wider community
- provide tourists with authentic, educational and quality experiences e.g. by creating opportunities for them to interact with the local community in an unstructured, spontaneous manner

## Project Aims & Benefits

We have built a successful schedule of well managed and attended annual markets built initially through volunteer effort and through partnership approaches in the community which has increased the employment levels in the area and helped new businesses start up, the funding has allowed us to increase the service we provide to both our traders and the local community.

The purpose of the funding was to help improve sustainability in developing high quality, professionally managed markets which contributes to the development of the local economy, towns, events, community cohesion, and also promotes health and well-being ensuring that our events contribute to the 'life' of the community.

- Encouraging Community Cohesion
- Encouraging social interaction between rural and urban communities
- Complementing rather than competing with high street retailers
- Economic development
- Supporting Tourism
- Reinvigorate heritage/culture

## Market Benefits to Traders

- Markets cut out the middleman allowing increased financial returns through direct selling, price control, and a regular cash flow.
- They provide the trader with direct customer feedback on produce and prices.
- Transport and packaging requirements are less thus reducing the Trader costs.
- They provide a secure and regular market outlet. This is especially valuable for; new producers, makers, and small scale businesses who are unable to produce the quantity required by larger outlets or are starting out and not in a position to supply larger outlets or open up shop.
- Regular trading allows traders to develop their business skills while earning an income, increasing the likelihood that their business will grow and develop.
- With the increase in market numbers throughout the country it is possible for individual traders to attend a substantial number of different markets.
- Offers a platform to launch new products and develop existing products using direct customer feedback
- Increase brand/brand awareness
- Provision of a support network and increase collaboration opportunities between traders

## Trader Support

We work closely with our traders aiming to ensure that our markets meet their needs. As a not for profit group we are driven not by profits but ensuring the market works for the traders that use it and the local community. As a result our traders often tell us that our market is their 'favourite market'. Sustainability is possible when our traders are successful. One aim was to provide support to the traders that use the market in helping them build a profitable business.

We have been able to provide the additional support through one to one mentoring below:

- A source of expertise
- Experienced advice
- Support
- A fresh perspective
- A sounding board for new ideas
- Strategic thinking
- Pointing traders to professional advice networks
- Confidence building & encouragement

The mentoring service is also useful for encouraging new start-ups to commence trading at the markets (including pre-trading support and advice; and first market support) A vital stage where this initial encouragement and support has proven to be useful in giving traders the confidence to take their first steps to market

## Youth Trading Opportunities

An additional scope and support service designed to appeal to young entrepreneurs. Our youth trading spaces offer the perfect opportunity for us to connect with our large population of young people, by providing a low cost platform for them to be entrepreneurial, try out a new a business idea and sell their own creative products.

It gives young people who are aspiring entrepreneurs, a chance to trade at their local market. It also inspires young people who have never considered the idea of trading on a market, the chance to have a go and learn some valuable skills at the same time. The youth trading opportunities are the perfect vehicle to connect with local schools, colleges, universities and academies. By offering a low cost platform students will be able to gain valuable hands-on experience for their future careers.

## Results

<b>Indicator</b>	<b>Definitions</b>	<b>Count</b>	<b>Results 31/3/2016</b>	<b>Results achieved from project start to 31/3/2017 (cumulative)</b>	<b>Results achieved from project start to 31/3/2018 (cumulative)</b>
Jobs	Direct jobs created	Number FTE	2	2.5	5
	Indirect jobs created	Number FTE	7	11.25	16
	Safeguarded jobs	Number FTE	147	155	179
Business	Private businesses supported	Number	100	158	178
	Increase in business sales	£ value	178,623	350,000	421,377
	New businesses started	Number	10	20	26
	Social enterprises supported and started	Number	3	3	3
Tourism	Increase in visitor numbers	Number	8,050	10,000	23,000
	New visitor expenditure	£ value	£355,623	410,000	465,377
	New tourism facilities created	Number	1	1	1
	New tourism business started	Number	8	8	9
	New tourism events supported	Number	0	4	6
Skills	Non-vocational trainees	Number starting	45	55	60
	Trainees gaining employment	Number obtaining	7	9	11
Capacity building	Individuals supported	Number	100	140	200
	Organisations supported	Number	70	70	79
	Community projects supported	Number	6	18	23

## Case Studies / Testimonials

### Mary Gorgeous Case Study

Like many successful business partnerships, cousins and close friends Clare and Donna have turned their hobby into a successful part-time business. They started off making cushions and candles as gifts for friends and family and now they trade regularly as 'Mary Gorgeous' at the Naturally North Coast & Glens Market as well as supplying to a National Trust shop and other independent gift shops.

'Mary Gorgeous' produce a range of handmade gifts and home accessories using different materials to achieve rustic, vintage and tactile effects. These include bespoke cushions, framed linen art, personalised clay pieces, framed and hanging decorations, framed typography, scented teacup candles, tiered cake stands, embroidered tea towels and a range of metal effect framed art. Their ethos is to create beautiful bespoke items at affordable prices with a personal customer service. Both Clare and Donna love both crafting attractive pieces and enjoy working with their customers to produce unique, personal items. As mothers with all the demands of family life, both ladies currently see 'Mary Gorgeous' as an enjoyable, social outlet for their creativity. Being able to pick and choose which Markets they trade at allows them to do this at a pace that suits their other work and family commitments. They have also found that trading at the Markets and working together has been the secret to their success. Clare explains: "Working in a partnership means we're very fortunate in that we can bounce ideas off each other; sometimes the finished product turns out to be quite different to the initial idea!"

Donna continues: "The market has been excellent in both kick-starting our business and contributing to revenue ongoing. As we work from home, this is our 'shop window' so it serves as an advertising tool as well a platform to sell from. It's extremely useful for us to communicate directly with potential customers and allows them an opportunity to see the quality and detail of our products. It has certainly helped develop Mary Gorgeous as a brand and become recognisable to consumers we wouldn't otherwise meet with." The 'Mary Gorgeous' ladies also believe that being part of the market has been an extremely positive experience. They tell us: "There is great camaraderie between the traders at the Market and it's excellent having a support network where we share knowledge and ideas that can benefit each other's businesses. The trader workshops are also very valuable and we hope to avail of these more in the future."

In the future Clare and Donna hope to continue their success, develop the business further and develop relationships with more retailers, whilst expanding their general customer base. We at Naturally North Coast & Glens Artisan Market wish 'Mary Gorgeous' every success with their aspirations and look forward to helping them achieve their aims!

## Ursa Minor Case Study

Ballycastle based 'real bread' bakery and café Ursa Minor is the brainchild of husband and wife team Dara & Ciara. Inspired by the incredible cafe culture they enjoyed whilst travelling in New Zealand they decided that, when they returned home, they would like to share some of this experience with their local community through their love of baking and so, Ursa Minor was born.

Passionate about baking Ursa Minor uses traditional methods and where possible, organic, local and sustainable ingredients when creating their delicious breads and unique sweet bakes. Honesty is at the heart of this family run business and Dara & Ciara have a simple ethos: 'Do what we love to a high standard'.

Naturally North Coast & Glens Artisan Market provided the perfect platform for Ursa Minor to take it's first steps towards the success it is rapidly becoming, as Dara explains: "Our business started at the Market and grew and developed from there. We decided to test the market for our products by taking a stall and from there we were able to expand our product range and try out new products. This way we were able to receive immediate feedback from customers about the positives and negatives. The Market allowed us to increase sales and have good cash flow to develop and move forward".

Dara & Ciara also credit the Naturally North Coast & Glens Artisan Market with helping Ursa Minor develop its brand to the point where the couple gained enough confidence to launch their successful 'crowdfunding' campaign through 'Kickstarter'. This effective approach to raising capital allowed them to open the first Ursa Minor Bakehouse Cafe in Ballycastle.

Dara is happy to say that the future for Ursa Minor is looking great: "We will continue to take our stall at the Naturally North Coast & Glens Artisan Market and continue to share new products with our local community, receiving that all important direct feedback. We will also use the Market to increase our brand and continue to test new ventures in the future, including the baking classes we hope to run soon".

Ursa Minor has indeed an exciting future and we at Naturally North Coast & Glens Artisan Market are delighted to be part of the story, in fact, we're proud to have such a bright star within our constellation!

## Artisan Glass NI Case Study

After four years of working in partnership with another glass maker, Denise Loughrey took the plunge and started her own glass art business launching it through Naturally North Coast and Glens with the support of the Market in developing the brand and business, Artisan Glass NI, a now popular fixture at the Naturally North Coast & Glens Artisan Markets. Although specialising in unique handmade glass art pieces, Denise also likes to make smaller fun pieces, keeping the price range accessible to a wide range of people.

Initially a relaxing hobby for Denise, she soon found that glass art is an expensive pastime and so decided to start selling her work to allow her to continue making beautiful pieces. She explains how becoming a member of the Market offered her much needed support in her enterprise:

“I really enjoy the experience of trading at the Markets and they have helped me turn my my hobby into a profitable part-time business. Starting your own business can be daunting because you do everything yourself. Although I have a lot of business experience through my 'day job', I knew very little about branding, social media or selling when starting out on my own. The Market organised some classes on web site development, branding and marketing which I attended and these give me a lot of knowledge and confidence. For example, a workshop on web sites and blogging encouraged me to go ahead and set up my own website, with the trainer showing me the advantages of the site and how to get extra hits and trade through it. I also attended a photography course and now use my own photos for the website. I feel that I have learned a lot and gained much more besides from being a member or trader of the Market and I really value the support of the market team and the other traders.”

The Traders Workshops also challenged Denise to think more professionally about her business and, in turn, Artisan Glass NI become more profitable. Now, as well as selling glass at Naturally North Coast & Glens Artisan Market, Denise has launched her website: [artisanglassni.co.uk](http://artisanglassni.co.uk) and supplies 6 galleries and gift shops. She insists that being a member of the Market helped her business become more professional, telling us: “When a customer pays a lot of money for a piece of glass art, I now understand that they expect a level of professionalism and that adds value.”

For Denise, the Naturally North Coast & Glens Artisan Market was a great place to start her business: each event is well organised and advertised, with the high numbers of potential customers attending the markets proving great opportunity for good profits. The Market also provides opportunities to trade at events that Artisan Glass NI would not normally attend individually, such as the Portrush Air Show. Denise believes that as a Member she is encouraged to be proactive and bring any concerns or put forward ideas at committee meetings (or with the manager) where they are dealt with quickly and effectively. She also finds it is easy to book markets and feels that regular communication keeps everyone up to date with what is going on.

Trading at the markets allows Denise to have important face to face contact with customers: “At every market I will bring something new, like a design or colour. I then can get first hand feedback from customers which I apply to my work. I have also been offered some great opportunities as a result of buyers for the National Trust and Tourist Information seeing my work at the Market in Ballycastle.”

Artisan Glass NI is now a part time business that is both profitable and enjoyable for Denise, but in the future she has plans to purchase a larger kiln and eventually reduce the work load of her 'day job' to devote more time to Artisan Glass NI. Naturally North Coast & Glens Artisan Market looks forward to continuing the journey with Denise and supporting her in this goal!

## Grandma's Spoons Case Study

Trading as 'Grandma's Spoons' Christine Williams makes unique contemporary jewellery from solid (sterling) silver cutlery.

On her retirement, having previously taken silversmithing courses, Christine started using her skills to make silver jewellery as gifts for family and friends. Encouraged by the results, she then began to trade at the local church market, before joining an artisan market that toured the West of Scotland where she lived at the time. She explains: "I had an idea that old silver sugar tongs would make lovely bangles as they were often ornately engraved, and it grew from there. Often when people inherit old pieces of family silver, they sell it for scrap and so the artistry of the original silversmith is lost. Alternatively, they're put in a drawer and forgotten about them and that's how Grandma's Spoons got its name: because so many people who see my jewellery say 'I have my granny's old spoons in a drawer and we never use them!'"

In a nod to the skills of the original maker, Christine likes to maintain the integrity of the original item when creating a new piece. She also researches hallmarks so that the age, place of assay and often the original maker's name can be provided for the customer – offering a truly unique selling point.

Originally from N. Ireland, Christine and her husband recently fulfilled their dream of living by the sea and moved to Ballycastle. Once settled, Grandma's Spoons were once again taken out of the drawer and Christine joined the Naturally North Coast & Glens Artisan Market, starting to trade again in March 2014. A decision she soon was glad she made: "There have been so many benefits from joining the Market, both on a business and a personal level. I found a well-organised group with an ethos of promoting handcrafted items in an atmosphere of encouragement for people like me just starting out in business." Christine also started to make new friends within the Market, Ballycastle and beyond, which helped her integrate more easily into her new community.

Christine also found the other traders to be extremely helpful and supportive to the point where the Market Manager and other members even helped her produce her business cards and pop-up banner. For every query she had about running the business, one member or another were able to help and she believes that the market has hugely increased her self-confidence and professionalism: "Joining a group of likeminded and talented crafters has also inspired me to create new pieces. I have collaborated with Denise from Artisan Glass NI to create fork pendants which are set with her handcrafted glass cabochons and have been able to put my fellow silversmith Emer from Irish Jewellery Studios in touch with an excellent supplier of gemstones as well as passing all 'proper' silversmithing work, such as repairs and redesigning existing jewellery, to her. Naturally North Coast & Glens Artisan Market is a genuine community of artisans and producers who are enthusiastic not only about their own products, but also those of their fellow crafters." Christine has also benefited from the Market's Trader Workshops and Group Discussions, having learned about the importance of visual display and presentation. She honed her photography skills to get better photographs of her pieces and learned how to use these on the social media such as Facebook, which led to increased sales. Most recently Christine found the workshop on pricing a 'revelation' as she explained: "Although Grandma's Spoons started as a hobby to me, and it is still important to understand the economics of business so that it can be as profitable as possible".

Grandma's Spoons has now developed into a successful, professional, part-time business that gives Christine enough profit to treat herself and make contributions to charities close to her heart. As a member of Naturally North Coast & Glens Artisan Market Christine runs her business at her own pace and can pick and choose the markets that suit her and her lifestyle - and we're delighted to have her as a Member!

## North Coast Smokehouse Case Study

North Coast Smokehouse creates delicious smoked food products, specialising in hot-smoked (smoke-roasted) salmon, and smoked condiments.

We returned with our young family from living overseas and wanted to settle in Ballycastle. We wanted to be part of the developing food/tourism industry in Northern Ireland. Being in business for ourselves allows us to have flexible work hours.

The products we produce are not well known in this part of the world, and the market has been invaluable in testing the public reaction to what we make. Our first customers were market-goers, and we continue to engage with customers at the market to gauge whether we are producing desirable products. We do not have a permanent retail outlet of our own at the moment, so the weekly market is great for cash flow, and to increase our profitability.

It has also been great to develop relationships with the other market traders. They provide direct frank feedback, and having them share their experience with us helps us to steer our business in the best direction. We also count many of the other traders as customers – both retail and wholesale.

The Market is now recognised by traders and customers as being a first-class organisation and being a market member is very good for our company's reputation.

As the appetite for market-place shopping continues to grow, we feel privileged to be a member of a market group that is so well placed to be a productive part of this movement. Well run and varied markets like the Naturally North Coast & Glens Market will really help to make this part of the world a desirable place to visit and will help to increase our share of the tourist trade.

We plan to continue trading at the market. – We enjoy engaging directly with our customers. It provides us with a great way to reach new customers and develop our relationships with existing customers.

We have progressed from working from home, to opening a small commercial smokehouse, supplying local shops, cafes, restaurants and hotels. We continue to add more products and increase our customer base as we go forward. The growing reputation of the market is now attracting people from much further afield, which helps us in our quest for new customers

## Testimonials

On behalf of the Causeway Coast and Glens Food Network, I would like to offer this statement of support in favour of the Naturally North Coast and Glens Artisan Market. This is a professionally run market with a strong community spirit and are a key member of our CCAG Food Network.

The Causeway Coast and Glens Food Network have collaborated with the NNCG on various events including additional markets in Limavady, Ballymoney and Portrush town centres, that would not have otherwise taken place. They provide more than just a trading opportunity, each market is an immersive experience with craft demos, cookery demos, music and dance.

Furthermore, the market has been instrumental in highlighting the quality food and craft the area has to offer. Not only do they showcase their producers through well-advertised events throughout the Causeway Coast and Glens, they provide training and support to their members to help them become more efficient and professional in their business approach.

### **Joanne Mc Laughlin - Causeway Coast and Glens Food Network**

Naturally North Coast have been great at collectively representing artisan food from the North Coast at events. We have found by using Shauna and the market brand it has had a stronger impact for the area. We have hired our demo kitchens to NNC&G for events to demo and sample to increase audience engagement.

We have found Shauna to be very dedicated and approachable.

### **Sharon - Food NI**

We were first invited to provide some music for the artisan markets by Shauna (McFall). We didn't know what to expect, as we had stopped playing for a few years. But, after the first session we grew in confidence individually and as a band. Ultimately we found the opportunity has helped reignite our love for music and provided us with the opportunity to develop and share it with the community in a relaxed atmosphere. The traders and visitors have welcomed us and made us feel like part of the family, which ultimately has led to an interactive enjoyable atmosphere at the markets!

We provide more than just musical entertainment, engaging with the traders, visitors, taking requests, encouraging dancing and sing a long's, even letting others take the stage to sing along with us. We've helped promote traders at the events, along with promoting the craft demonstrations and cookery demonstrations.

The welcome has been so warm that we feel very much like the "house" band, and hope that opportunities to collaborate with the guys in the future will come to fruition. It is a fantastic community environment, with so much variety for families to partake in, and we are honoured and privileged to be a part of it".

### **Neil Meehan – Entertainer**

Prior to becoming a Naturally North Coast & Glens Artisan Market trader, I primarily exhibited and sold my work at a few select exhibitions across the province, but not on a regular basis. I joined the Naturally North Coast & Glens Artisan Market and had an overwhelmingly positive response to my work from customers. I have been able to develop my own style of digital photography and stand beside my ever-growing series of work as I tell the stories of how I am inspired by the North Coast.

Selling my work on a more regular basis has allowed me to grow my small business and fund a work van and new camera equipment. Having the means to do this has allowed me to pitch my work to larger clients and ultimately support myself financially by doing a job that fulfils my creativity.

### **Conor Edgell Photography (trader)**

I regularly have many customers and members of the general public asking when the next market is due to take place. It is now a social and established event in our community, where people can meet each other from all sides of our community, and where people new to our area can see what Ballycastle has to offer. The market has been developed so well by the Market Manager to become an eclectic mix of all the quality products and crafts that are made and sold in our area and wider afield by artisan producers. Naturally North Coast and Glens market is not only a tourist destination but makes us all feel very proud of the talent in our community and the employees of the market that make it run so successfully throughout the year. As a trader I have a regular outlet for my products and an income stream that without the market, I would not have.

**Sinéad - Milbalm (trader)**

Kelly Neill Dance Co run youth dance school have three dance schools located in Ballycastle, Ballymoney and Bushmills. Ages range from 5 years old to 18 years old.

KNDC have performed at several events that Naturally North Coast & a Glens Artisan Market have organised. It offers a great opportunity for our students to perform in their local community to their families, friends and the general public. In doing this it helps to improve their confidence as performers as well as improves their performance skills as a dancer. Without events run by organisations like Naturally North Coast & a Glens Artisan Market we wouldn't get the chance to do any of this. They have provided this chance for the students to travel to perform across the North coast in different locations where they meet which benefits us greatly as a youth dance school.

In effect this then helps to create a reason to perform and something to work towards in their training, therefore keeping the children enjoying coming to dance, keeping active, meeting new people, seeing new places and experience dancing at a whole new level than just inside four walls of dance studio.

**Kelly Neill Dance Co – Entertainer**

Yellow Flower Crafts has been a member of Naturally North Coast & Glens Artisan Market for two years. I joined as a start-up business and can say with surety that the support of the Market has been one of the biggest contributors to the development of my business. It offers me a 'shop front' without the massive overheads and commitment a commercial premises would demand. It also has provided a great source of encouragement and advice throughout my membership and I feel grateful to be part of such a strong community of fellow artisans who are happy to share their experience. I look forward to continuing my membership of this organisation and cannot overemphasise the importance of Naturally North Coast & Glens Artisan Market to the future growth of my business.

**Dierdre Kinney - Yellow flower Crafts**

The market has been fantastic from the outset, I think what makes it work so well is that it is a market run by the vendors. As a result it has a bottom up approach to everything, and delivering what we need (through the workshop and classes etc.) much better than a top down approach often experienced at community or council run events, or the profiteering experienced at menu private events.

**Charlie Cole – Broughgammon Farm**

Naturally North Coast and Glens has been a fantastic initiative since its first baby steps in Ballycastle in 2012. The market has had a hugely positive impact on the town of Ballycastle and has been an excellent development with regard to the retail offering available to both locals and tourists.

Simply from observation it appears to have grown from strength to strength in recent years and provides an excellent platform for those in the arts/craft and food producing industries.

The local emphasis of all the produce has a universal appeal and allows the traders to grow their businesses in a manner that may not have been immediately available had the Ballycastle Market not existed.

I have no doubt that the expansion of the market to other parts of the North Coast has not only benefitted the traders but has also benefitted those environments and towns that the market now visits on a regular basis.

It should not be underestimated how much positive impact the market has on the rest of a town when it arrives.

Last year the Rathlin Sound Maritime Festival was blessed with great weather and as well as all the attractions of the festival I have no doubt that the market acted as a magnet for people to visit Ballycastle and the seafront and everyone in the town, not only the stallholders benefitted.

Naturally we are not always blessed with good weather in Ballycastle but there is a noticeable buzz around the seafront even in the winter when the Marine Hotel hosts the market.

From a Chamber of Commerce perspective Naturally North Coast & Glens is a very valuable addition to the town and to the commerce of the town, congratulations to all those involved and long may it continue.

**James P. McCaughan**

**Chairman Ballycastle Chamber of Commerce**

## Conclusion

The contribution to the region from NNCG has been of great significance. It has not only acted as a catalyst for a wealth of local creativity by many new local artisans, but it has added significantly to the economic development of the region by supporting over 60 new artisan businesses.

It has driven the area as a high end tourism destination and further supported local businesses both in the tourism and retail centre by increasing overall activity in the area. The market has been recognised locally and internationally, winning the 2018 Great British Market Award for the 'Best Community Market' and being shortlisted in the First Trust Business Eye awards in 2017 for Community Contribution, and again in 2018 for the Tourism and Hospitality & Community Contribution Award. It has also recently been shortlisted in the Causeway Coast & Glens people of the year awards for Tourism and Hospitality.

The Market has developed a sister market in Limavady, called the Roe Valley Speciality Market, and is working with Mid and East Antrim Council to help develop new markets in the Ballymena, Larne and Carrickfergus areas.

The funding provided helped us to strengthen our relationships with traders, local businesses, communities and stakeholders, in continuing to provide support and provide a better service to all the local makers and producers that use it. The service we provide helps us remain sustainable, and has become a service which is very much in demand from local council, community events and neighbouring councils.